

# Conference on Alcoholism Set

will tackle the problem of early recovery from alcoholism. The panel's topic is "Where to Find Help." Moderator is Ben Chaffey, vice president of United California Bank.

THE ONE-DAY conference will be summarized by Leo Stockford, assistant director of management development, Industrial Relations Center, Caltech. His summary is titled "Men and Dollars Saved."

## Assignment TV

By TERENCE O'FLAHERTY

"I think we all agree that the TV commercials for beer and wine are among the best on television," writes Charles V. McAuliffe. "However, it is illegal for the participants to take a sip of the foam from the frothy brew made from bubbly spring or mountain water. It is equally impossible for them to be seen actually tasting the full-bodied burgundy made from the finest grapes."

"Why are these harmless actions prohibited in the commercials when, for example, on a recent Jackie Gleason Show both Gleason and Art Carney proceeded to get plastered in a rowboat drink-whiskey from a bottle?"

THE BROADCASTERS' Code Authority puts it this way: "Out of deference to a wide range of viewer attitudes, broadcasters and brewers generally favor the rejection of production techniques which include: direct, on-camera drinking; the tilting of glasses, mugs or cans of camera in a manner indicating drinking; wiping or smacking one's lips; or a swallowing motion of the Adam's apple, or similar actions which clearly indicate drinking."

As you can see, the broadcasters have been really thinking about this. But, as you can also see, the question of WHY the act of consumption is unacceptable is not answered at all, particularly when hot armpits, brassiere dilemmas, and acid stomachs are accepted with delirious abandon by every television station in the United States of America.

THUS IT SEEMS that broadcasters are making a Big Issue of sipping — much in the manner of police breaking up a penny-ante pinochle game in an old ladies' home while a bookie joint remains untouched in the next block. This is a trick perfected by politicians. Be deeply concerned where it doesn't count and the bigger problems may be forgotten. Like violence, deceit and sadism.

Now to tackle the original question, why can a comedian or an actor get drunk on camera when a polite couple can't be seen sipping a civilized drink in a commercial? Many broadcasters wear smoked glasses while watching television. They have little interest in the actual program content except as a means of attracting the largest number of viewers to witness the sponsor's message. (Public service shows, documentaries and such are largely a means of keeping the FCC off their backs.) They see no incongruity between entertainment standards and commercial standards because they don't consider them as related to one another in the first place. Only the public sees the entire show.

YOU HAVE raised a question of taste and also a matter of billions of dollars. Broadcasters are extremely sensitive in the area of commercials because they understand them. Most TV executives came up through sales, not programming. They excuse their inability to judge the entertainment portion of the program by saying "We don't want to be censors!" The recent instance where several stations affiliated with the CBS network refused to accept the film "Psycho" was a rare instance of applying standards of good taste to the program itself.

The change of standards in all types of entertainment is one of the big facts of life that we may expect to face from now on. When "Night Games" (the Shirley Temple Memorial Award film) hits television the restriction

against the moving of the Adam's apple in "beverage" commercials will seem even more incongruous.

America's fourth ranking health problem will get a highly critical and intensive examination by top managerial representatives of leading Southern California firms Dec. 9 at the ninth annual Industrial Conference on Alcoholism at the California Institute of Technology, Pasadena.

Early discovery of and recovery from alcoholism, a hidden illness that costs American industry some \$2 billion annually, will be discussed by conference speakers.

John M. Budd, president of Great Northern Railway of St. Paul, Minn., will discuss

ingredients that make a successful program for detecting alcoholics within a business. His company has had such a program for a number of years.

TECHNIQUES of early discovery of alcoholism among employees will be offered by

Dr. Luther A. Cloud, associate medical director of the Equitable Life Assurance Society of the United States. Dr. Cloud has been affiliated with a number of organizations interested in the alcoholism problem.

A panel of four business leaders and medical experts



WIN UP TO \$1,000.00  
PLAY OUR EXCITING "BONUS BINGO"

Over \$450,000 Paid To Winners in "Bonus Bingo"

CLIP AND SAVE!

IMPORTANT NOTICE

One free Prize Slip per store visit, no purchase required, purchases not favored, no need to pass through checkout stand, secure your free Prize Slip at either end of checkstands or from any employee other than in the meat department. Name and picture of winners will be used only with their permission. Newspaper "Bonus Bingo" Slips may be hand printed on a separate piece of paper.

NO OBLIGATION—NOTHING TO BUY



## It's Safeway for all the foods that say... HAPPY THANKSGIVING

Don't Miss These Thanksgiving Buys!

- Cranberry Sauce Ocean Spray Whole or Jellied 16-oz. can 25¢
- Fruit Cocktail Town House—Tiny Fruit Segments 3 30-oz. cans \$1.00
- Stuffing Mix Mrs. Wright's Spiced Just Right —For Holiday Poultry Needs! 13-oz. box 49¢
- None Such Mince Meat 26-oz. jar 59¢
- Aluminum Foil Kitchen Craft 18"x25" roll 49¢
- Edwards Coffee Vacuum Pack 1-lb. can 65¢
- Cake Mixes Mrs. Wright's Layer Type 18-oz. pkg. 29¢
- Italian Dressing Wishbone For Salads 8-oz. bit. 39¢
- Pitted Olives Oberti Large Ripe 3 7-oz. \$1 cans \$1
- Sweet Pickle Chips Zipzy Brand 16-oz. jar 39¢
- Brown 'N' Serve Rolls Broylark Twine pkg. of 12 29¢
- Fruit Cake Ring Mrs. Wright's Top Quality 21-oz. size \$1.29



<b>STOCK-UP</b> Mrs. Wright's Soft Twist Bread 18-oz. loaf 19¢	<b>STOCK-UP</b> "Whole Egg" Best Foods Mayonnaise REAL Mayonnaise! Creamy-Smooth Quart Jar 59¢	<b>STOCK-UP</b> Mince or Pumpkin Pies Belair Farms Ready to Bake 8-lb. pie 29¢	<b>STOCK-UP</b> Catering Quality Cotillion Ice Cream Creamy-Smooth Popular Flavors 69¢	<b>STOCK-UP</b> Holiday Treat! Lucerne Egg Nog Delicious and Tasty—(Non-alcoholic) 49¢
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**Strawberries**  
Belair Sliced—Ripe and Juicy Sweet—Top Quality! 10-oz. Pkg. 29¢

**Fresh Butter**  
Shady Lane, First Quality—Quartered 1-lb. Ctn. 79¢

**Canned Yams**  
Dixie Dandy • Cut & Whole Fine to Serve Candied 29-oz. Can 29¢

**Grade "AA" Medium Eggs**  
Cream O' the Crop—Farm Fresh and Flavor Perfect. Guaranteed too! 1-doz. Ctn. 50¢

**Large Size Extra Large**  
Cream O' the Crop Grade "AA" 1-doz. ctn. 55¢  
Cream O' the Crop Grade "AA" 1-doz. ctn. 59¢



## U. S. D. A. Inspected Young TURKEYS

**TOMS**  
Trophy, Victory and Deluxe Brands — Tender, Meaty and Spotlessly Clean — Just Stuff and Roast to Perfection.  
14-24-Pound Average Weight  
lb. 33¢

**Hen Turkeys**  
Popular Brands—Young Grade "A" 10-14 lb. Avg. Wt. 37¢

**Turkeys**  
Minor House Grade "A" Young Hens 39¢ Toms 35¢

**Boneless Ham**  
Normal Cure 8 lb or Wilson Festival Whole or Half 1.29

**Boneless Roast**  
USDA Choice Beef Chuck to Pot Roast, Rolled and Tied 69¢

**7-Bone Steak**  
or Roast—Center Cut USDA Choice Beef, Flavorful and Juicy 49¢

**Beef Rib Roast**  
U.S.D.A. Choice Standing Cut Large Meaty End 79¢

**Fresh Turkeys**  
Toms 16-22 lbs. 45¢  
Manor House 16-22 lbs. 49¢  
Young Grade "A" 16-22 lbs. 49¢  
Fancy Geese Young 8-12 lbs. 65¢  
Turkey Roast 21-lb. Boneless 52¢

**T-Bone Steak** or Club Steak U.S.D.A. Choice 11.99  
**Beef Steak** Porterhouse U.S.D.A. Choice 11.99  
**Bacon** Tender Dry Cured in the Piece 98¢  
**Fresh Oysters** Capt. 12-oz. Choice jar 89¢  
**Shrimp Meat** Branded Fan. 8-oz. tall Trophy pkg. 69¢

**Canned Ham**  
Dubuque Boneless Fully Cooked—Slice and Serve for Sandwiches or Snacks. 5-lb. can \$4.49

**Sliced Bacon**  
Savory Smoked Flavor—Choice of 10 Varieties Check This Low Price Your Choice 1-lb. pkg. 59¢

**JUICY AND SWEET TASTING YAMS**  
Well Shaped Serve Candied, Baked or Fried lb. 10¢

**Red Grapes** U.S. No. 1 Juicy Tasty and Sweet lb. 10¢  
**Oranges** Juicy and Sweet Fancy Navel 6 lbs. 1.00  
**Grapefruit** Ruby or White Indian River 6 lbs. 1.00  
**Onions** Flavor Favorite 3 lbs. 29¢  
**Avocados** Large 25¢  
**Apples** Extra Fancy Red Delicious 6 lbs. \$1  
**Papayas** Large Size Tropical 39¢

**SAFEWAY GIFT ORDER**  
Gift Idea From Safeway!  
All Safeway Gift Orders are Good in the United States, Alaska, Hawaii, Canada, Hamburg, W. Germany and



**SAFEWAY**  
Prices Effective in Safeway Stores in Los Angeles, Ventura and Orange Counties, Except Avion, Mon. thru Wed., Nov. 21, 22, 23, 1966.

TORRANCE and ANZA, TORRANCE • PACIFIC COAST HWY. and NARBONNE • CARSON and WESTERN, TORRANCE  
All 117 Safeway Stores in Los Angeles County Are Your Authorized Food Stamp Program Retailers

**My Neighbors**  
"Who knows what evil lurks in the hearts of men!"